



Columbia records 2011

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ADELE TURNING TABLES

1

The Purpose of Music Videos Quiz

Which of the following statements is MOST true.

- A. Artists create music videos to show you what they can do.
- B. Artists create music videos to increase income and extend outlets.
- C. Artists create music videos to increase work load.

Circle your answer:

A

B

C

Explain why you think that is true

Clare's answer and reasoning's

2

How would a music videos help promote the Artist and the Record Label?

Your top 3
answers

Artist

- 1.
- 2.
- 3.

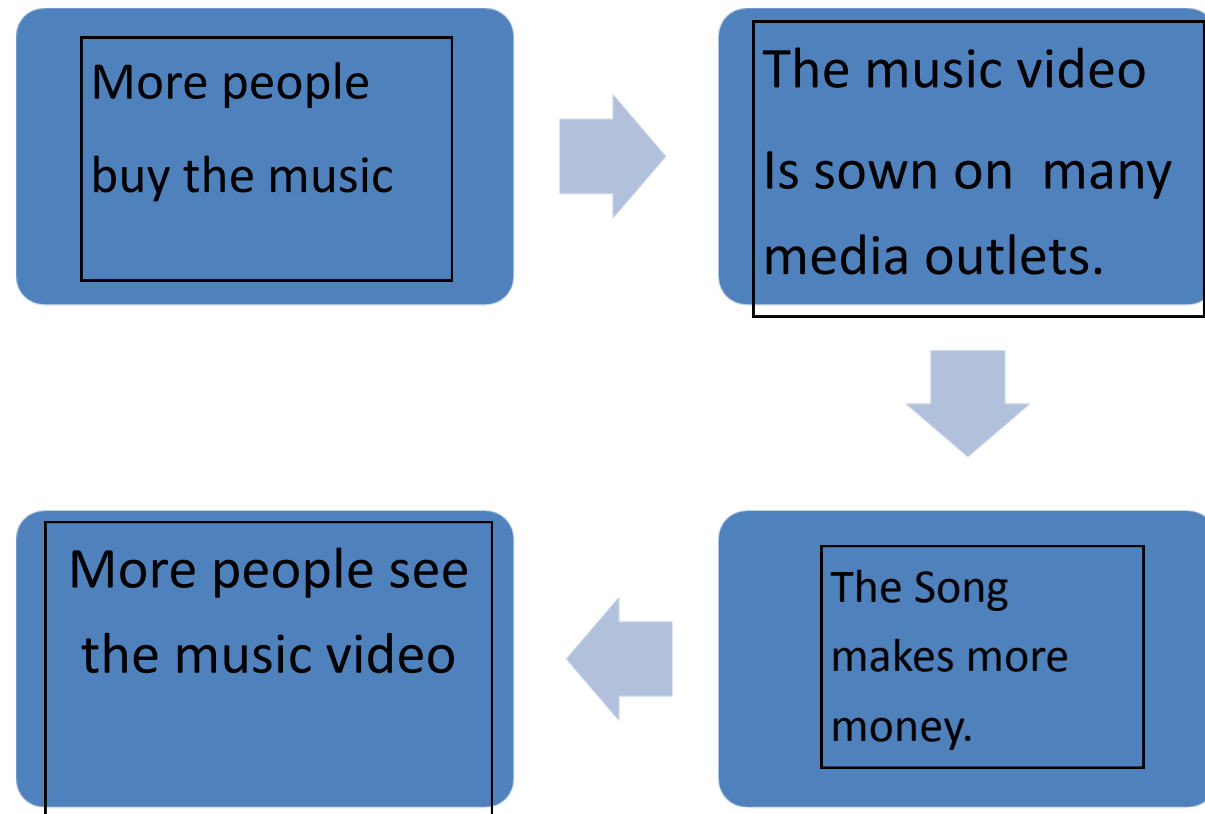
Record Label

- 1.
- 2.
- 3.



3

Individual put the statements in order



Media Outlets

4

What did the outlets mini white board activity show you?

5

Bullet point why do you think the Madonna, Papa Don't Preach music video promoted her song well in the 80s (you can add images to support your answer.)

-

Other people's answers

6

Why do you think Artist and Record companies make music videos?

Find an example of an artist who has successfully used music videos to promote their music and say why you think it was so successful.

7

Synergy is.....

An example of a synergy music video, explain why it is successful.

8

Why film companies
make music videos

9

What are the advantages and disadvantages for a company making a music video as part of a films promotion?

Advantages	Disadvantages

10

Differences between major and Independent record labels

Major Record Labels	Independent record labels

11

	Pros	Cons
Major Record Label		
Independent Record Label		

Fame

12

The stages of progression before a
quick fix approach

Put the statements in order, based on
your views of how artists progress in the
music industry without x-factor or other
talent shows.

Signed to
independent
label

Promotion
through
Major
record label

Promotion
through
Independent
label

Signed to
Major
record label

Playing
Local
Gigs

Self-
produce,
Get noticed
locally

Start

Explain how new types of progression (like x-factor etc) have had an effect on the way artists progress. Explain what you think has happened to the music video industry surrounding this new progression. (use examples to support your answer, and add images)

13

Peer Assessment

Something they did very well

Something they did well

Something they need to improve on

Overall Mark: